

What is claimed is:

1. A method of personalizing caller ID (CID) information comprising:
storing data for at least one personalized CID (PCID) associated with a given telephone number;
allowing a user to select a particular PCID when placing a phone call; and
transmitting the data for the selected PCID when the user places the phone call.
2. A method according to claim 1, wherein the PCID data comprises text.
3. A method according to claim 1, wherein the PCID data comprises at least one of a photo, video clip, or multimedia presentation.
4. A method according to claim 1, wherein the PCID data is communicated by a calling telephone to a called telephone at the beginning of placing the phone call.
5. A method according to claim 1 wherein a plurality of PCIDs are associated with said given telephone number.
6. A method according to claim 1 wherein said data is stored in the user's telephone.
7. A method according to claim 1 wherein said data is stored by a telephone company.
8. A method according to claim 1 wherein said PCID provides the user's name.

9. A method according to claim 1 wherein said user places said call using the given telephone number on one of a land line telephone, cellular telephone, VoIP appliance, videophone, or television phone.

10. A method of placing a telephone call comprising:
creating at least one personalized caller ID (PCID);
associating said at least one PCID with a given telephone number;
selecting a particular PCID for a given phone call originating from the given telephone number; and
placing the phone call via the given telephone number to a called party;
wherein the selected PCID is communicated with the phone call when the phone call is placed.

11. A method according to claim 10, further comprising:
at the called party, receiving and displaying the selected PCID.

12. A method according to claim 10, wherein the PCID comprises at least one of a photo, video clip, or multimedia presentation.

13. A method according to claim 10, wherein the PCID is communicated by a calling telephone to a called telephone at the beginning of placing the phone call.

14. A telephone comprising a user interface for:
enabling a user to program a personalized caller ID (PCID); and
enabling said user to select said PCID for transmission to a called party when placing a telephone call from said telephone.

15. A telephone in accordance with claim 14, wherein said PCID comprises at least one of a text message, photo, video clip, or multimedia presentation.

16. A telephone in accordance with claim 14, wherein said PCID is stored in said telephone.

17. A telephone in accordance with claim 14, wherein said PCID is stored by a telephone company.

18. A telephone in accordance with claim 14, wherein said PCID provides the user's name.

19. A telephone in accordance with claim 14, wherein a plurality of users are able to program their own PCID for selection and transmission to a called party when placing a telephone call from said telephone.

20. A telephone in accordance with claim 14, comprising one of a land line telephone, cellular telephone, VoIP appliance, videophone, or television phone.